BABSON, STATISTICIAN, AD-VISES MERCHANTS TO ADOPT NEW BUSINESS METHODS.

In an interview Roger W. Babson .'self help" stores. He believes that advertisement the small merchant has great oppormethods and advertise more. He in and Detroit, the Chain Stores but rather demands Cream, 40c per quart. DeLuxe Candy will be in Michigan territory. community that they can get such Alma, both phones. service, he continued.

mendous run today. They are spring, reported to be gaining rapidly, everything. Grocers, druggists, and vertisement, 1t-c. number of small merchants this is a be interested. There are for instance course, -advertisement -59-4t-p. over 300,000 independent grocers in this country. To have their business. there are over 1,000,000 small mer- vertisemen chants in America who are vitally into be the legitimate method of mer-

is due to the fact that chain stores reason. If the local merchants will adopt the same up-to-date methods of have nothing to fear from chain store competition. These newer and esbecause their plan is practical and however, will have their troubles just idents, sharing in as the railroads have had theirs, prosperous future. Clerks, truck drivers, and buyers will some day he organized and as saucy and independent as the typical plumber is today. Then the chain store esting study both as to service and quite sick is some better.

"I appeal particularly to morehants all last week and had a full house study very carefully these "self help" enridge. stores, with their "self help" service. Ernest Howe from Shepherd and It is true that the average merchant his wife visited at George Taylor's cannot get the advantage of collec- and Helen Kinney's. tive buying unless he himself joins a Asn Dalrymple, an old settler, his entire attitude. The "self help" the Oddfellows, stores for instance are very depend- Victor Fisher who has been in the ent upon advertising, much more so standing army has received his disthan are the chain stores and local charge and is home with his parents, merchants. The latter must advertise Mr. and Mrs. Marion Fisher. more than ever if he is to adopt the "self help" system. I am not a mermer Normal at Mt. Pleasant. chant, merely a statistician. Statistics, however, clearly indicate that if and beans has proved very successful.

"In regard to chain store securities, in peas and beans.

Most of these merchandising com- Mr. Law, the banker, is on his vaalso prosper, but I predict that even Law is on his vacation, stores like the A & P will some day change over to a "self help" system. help" securities. It is not my pur- should first kiss and make up. pose," concluded Mr. Babson, "to recommend them as accurities but rather Cream, 40c per quart. DeLuxe Candy before it is too late, and to get them to adopt the methods of more economical distribution which are winning out today."

General business according to the index figure of the Babsonchart stands at 17% below normal. This is encouraging indeed when you realize that it is holding up in the face of the threatened rail strike on top of the usual summer dullness.

COLLEGE ENDOWMENT CAMPAIGN COMPLETED

(Continued from page one) Carnegie Corporation. Several have received aid from one or the other of these institutions, but as near as can be ascertained at the present time Alma is the only one to have secured from both in a single campaign.

Among the large gifts during the campaign were the following: General Education Board, \$75,000; Carnegie Corporation, \$50,000; Mrs. Horace E. Dodge of Detroit, \$55,000; Mrs. Sarah H. Lancashire of New York, \$50,000; Mrs. John F. Dodge of Detroit, \$15,-000, and Mrs. Oren Scotten of Detroit, \$12,500. One of the early large gifts in the campaign was from the aged Dr. Jay Clisbe, for many years Professor of Bible at Alma College. His gift to the campaign was his home on West Superior street, which is conservatively valued at \$6,000.

Record want ads pay.

Local Happenings Tersely Told 🕸

Butter Cup wrappers

business Saturday.

Saginaw visitors July Fourth. appealed to merchants to study the Nuts. It's something good to eat .- M. P. A. will conduct 77 good roads

Mrs. Lyman Rule, who has been ill

ing up like weeds in every commun. Have your gown and hat made ing up the weeds in every community. Local merchants are beginning at the Elite Style Parlor, Open started tours circling the Great Shirey, Supt. of Sunday School work wood sub-division at \$200.00 each to become panic stricken. They fear Wednesday and Saturday evenings. Lakes. In 1920 the tour was around for the Presbyterian denomination in will be submitted to the legal qualithat the chain store is to swallow up Over Wright Furniture Store .- ad-

dinners served on order. The Daisy made up of men from all parts of the After the opening session which All other business that may come problem in which every one should Ten Room, just east of the golf

Tanke is a convincing guarantee of their time and money to help carry School Endeavor Society of the local acted at this time. the medicine's merit. Give it a out the ideals of the organization. A Presbyterian church gave a reception ous economic appeal. All together trial, Look-Paterson Drug Co.—ad-

terested in this problem, as they will will hold its regular meeting Friday be wiped out if the chain store proves evening at 7:30 c'clock. The initiation has been postponed until Sep- southern terminus in Chicago and its ence of town people and students.

"Personally I feel that this change Russell Gilken and Flora and Dora Loutit, of Grand Haven, is President, the Declaration of Independence were Hicks of this city were entertained is making its fifth and final tour over represented. The enactment of the what it wants and prospers for that by Mr. and Mrs. Lee Raycraft at the West Pike, which is now practi-

economical merchandising they need K. A. Young, manager for the Association carayan, at Harbor its presentation. his goods on the Fourth from Battle Springs, on July 17, and make the re- The conference will last until Sun-Creek to Alma and is now settled turn trip down the eastern shore of day evening. The closing meeting ments are doing a splendid business because their plan is practical and Mrs. Young share the feeling of en- ids.

ELWELL

The Gould show that showed here

of the older school and urge them to every night, went from here to Breck-

chain. Any merchant, however, can passed away at the home of his son install a "self help" system of sell- Evering, at the age of 86. Interment ing independently. Of course, this was made in the Seville Center cemmeans more than reorganizing the etery beside his wife. The funeral fixtures of his store. He must change was held at the house, conducted by

the local merchant continues as at Men worked part of every night with present he will be eliminated from trucks drawing the peas to Edmore American industry to make way for for canning. They will commence on more modern machinery of distribu- the later peas after the Fourth, having about six hundred acres planted

panies should do well for the next cation. Milo Langworthy from the few years. Mail Order concerns will State Bank in Alma is here while Mr.

Of course, we all know that France They will be forced to in order to sur- and Germany must eventually fight it vive. When the change is made out again. But in accordance with their securities will become "self the accepted order of things they

Co.-advertisement



Republic Trucks in Annual Tour

Howard Handley was in Detroit on as in former years is conducted by Alma, with pending entries from five church. the Michigan Pikes Association, Dur- truck factories. Otto Sanderhoff and family were ing the two weeks tour Capt. W. S. Gilbreath, Manager of the Detroit Summer Conference Ask your groceryman about Maple Automobile Club and President of the 58-25 meetings. The object of the tour is Lee Sharrar spent the week end to create interest in improved hightunity if he will only adopt modern visiting with friends in Saginaw ways and to popularize through tourmethods and advertise more. He insists that the public does not demand
the Chain Stores but rather demands Cream, 40c per quart. DeLuxe Candy

ing routes. Out of the 13% days shows a fine increase in attendspecial this week—Maple Nut Ice
special this

57-tf highway from the Ohio line on the "Chain stores are having a treachdous run today. They are springwe not be successful to be gaining rapidly.

Mrs. Lyman Rule, who has been ill south to Sault Ste. Marie, on the north, known as the East Michigan patch to be gaining rapidly.

Mrs. Lyman Rule, who has been ill south to Sault Ste. Marie, on the north, known as the East Michigan patch to be gaining rapidly.

Pike and Dixie Highway, the "Pik
At this meeting the proposition of ers" branched out in their efforts and Home Missions in Michigan; Rev. purchasing the following lots in Elm-Lake Huron, in 1921 around Lake Michigan; Rev. Miller, of Grand Rap- fied voters, the lots being as follows: Superior and this tour will be around ids; Rev. Fischer of Saginaw, Rev. Lots Nos. 88, 89, 90, 91, 92, 93, 94,

> The Michigan Pikes Association is ary from India and others, side of Michigan, known as the West egates. Alma Chapter No. 43, O. E. S., Michigan Pikes' Association, which On Tuesday evening a pageant was Mr. and Mrs. George Kuhlman, This organization, of which W. H. events leading up to the signing of their country home near Ithaca, Sun- cally completed. The West Pike tour Considerable credit is due to the R. A. Young, manager for the will join with the Michigan Pikes' wrote the pageant and arranged for

thus instic satisfaction with Alma Manufacturers and dealers have en- should not be missed by any delegate. because they are being operated by and consider it one of the prettiest tered cars and trucks in the coming This meeting, however, is planned young men with initiative and en- "smilingest" most homelike towns "Around Lake Michigan" tour. En- more especially for the delegates than thusiasm. The railroads did a fine business when they were so operated, ments will find them permanent res- before the tour. The cars now en-20 or 30 years ago, Chain stores, idents, sharing in Alma's undoubted tered are as follows: Cadillac (pilot have one of the conference leaders car), Cadillac (pacemaker), Cadillac Motor Car Co.; Oldsmobile (press car), Oldsmobile, Olds Motor Works, Lansing; Oldsmobile (entered by the Milwaukee distributor, the Wisconsin Journal's Scout car); Oakland (press sales will drop off and operating ex- The Ladies' Aid Society was held car) the Oakland Motor Car Co., Ponpenses will increase and they will at Mrs. Chas. Rockwell's last Wednes- tiae; R & V Knight, (Speakers' Comhave to adopt a more modern form of day, forty members enjoyed dinner, mittee car), R. & V. Motor Co., Momerchandising or give way to a new After dinner business was done, and line, Ill.; Durant Motor Car Co., Lanorder. The "self help" system elimi- decided to hold an ice cream social sing: Franklin, (Secretary's car, Denates labor difficulty to a considera- on Will Wacha's lawn, July 12th. | troit-Franklin Co.; Earl, Earl Motors ble extent and presents a most inter- Mrs. Charles Havens who has been Corp., Jackson; Detroit Steamer, De-



Dodge Brothers; Packard (Tour Man- o'clock. This will enable people of The eighth annual "Pike" tour will trucks now nominated for the tour Lanfer of New York City will speak leave Detroit next Friday noon for a truck), Ruggles Motor Truck Co., of Moore, missionary from India will You will find the best bread in 14 day swing around Lake Michigan Saginaw; Republic (special cot speak in the M. E. church and Rev. 02 tfc with the Copper Country of Michigan truck), Republic, (special blanket H. L. Latham, S. T. D., of Jonesville, Donald Smith was in Detroit Sat- as its northern terminus. The tour, truck), Republic Motor Truck Co., of Mich., will speak in the Baptist

the Chain Stores but rather demands economical and convenient service. People buy from the chain stores because that is the only place in their cause that is the only place in their community that they can get such Alma, both phones.

The Chain Stores but rather demands cream, see per quart. Deluxe Candy will be in Michigan territory.

After spending five years in doing the necessary missionary work to inspeakers include Rev. Lanfer of New Speakers include R York, dean of the conference; Miss

was formed to foster the building of given by the conference delegates and the West Michigan Pike, with its which was enjoyed by quite an audinorthernmost point, Mackinaw City, Scenes portraying the historical starts from Chicago on July 14 and Rev. Shirey and his daughter who

speak at the union Sunday evening services to be held in the Park at 7:30

ager's Car), Joseph LaForet. Entries the town to gain some of the inspirahave been tentatively from 14 addi- tion coming from the conference also. tional factories or distributors. The On Sunday morning Rev. C. W include, Ruggles (special baggage in the Presbyterian church; Rev.

NOTICE

The Annual School District Meeting of School District No. 1 Frac-Attendance Increases tional Arcada and Pine River Townships will be held in the High School The Summer Conference which be- auditorium in the city of Alma on o'clock p. m., for the purpose of votthe vacancy caused by the expiration

state, who are interested in the good was held Monday evening at 7:30 properly before the legal qualified The class of people who indorse roads movement and annually give of o'clock, the members of the High voters of the district will be trans-

> Dated, July 1, 1922. Signed, A. J. ARCHER, Secretary.



R-N-M White Naptha Soap Made especially to be used with Rub-No-More Washing Powder. Use them together and save half your soap bill and above all-save your clothes.

AT YOUR GROCERS Rub-No-More Company Indiana

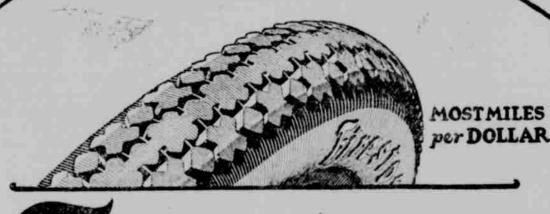
Cherries are Ripe

We have a crop of sweet and sour CHERRIES, and later will have PLUMS, PEACHES, PEARS AND APPLES.

Will fill parcel post or express orders and guarantee satisfaction. SHELBY, Oceana County, is easily reached by Truckers, and they are welcome.

SHELBY-NEW ERA CO-OP. ASS'N.

O. E. HAWLEY, Mgr.



restone GUM-DIPPED CORDS and Their High Mileage Records

The high mileage records of Firestone Cords continue to emphasize the fact that Firestone methods are different and better. These records, steadily increasing in number and in mileage totals, justify the Firestone contention that there is one best

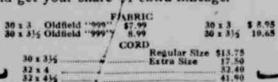
way to build tires. Among the primary sources of Firestone extra mileage is double gum-dipping-the saturation of the cord plies in a vat of liquid gum-thus coating each cord and virtually eliminating internal heat and friction.

Another is Firestone air bag curing, with its 200 pound pressure, which places every cord acqurately and equalizes the

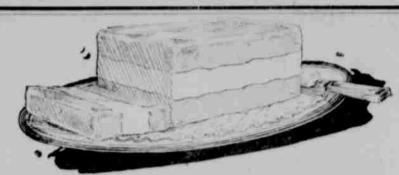
By blending the rubbers of different plantations and types, and by tempering it before mixing, Firestone men add still

Many cord tires are good-a few are better-Firestone users say one is best.

Those who have already experienced Firestone mileage, have stopped shopping and experirgenting-they have made these cords standard equipment. It vestigate your friends' success with Firestone Cords-and Vuy your next tire accordingly. Come in and get your share off extra mileage.



NILES MOTOR SALES CO. ALMA TIRE & SPIORT, SHOP, N. Woodworth Ave.



A delightful combination of flavors:

VENETIAN

French Chocolate with Whole Fruit Raspberry Parfait



DO IT **ELECTRICALLY**

We are fully equipped for all kinds of electric wiring and repair work.

We carry a full line of fixtures and appliances.

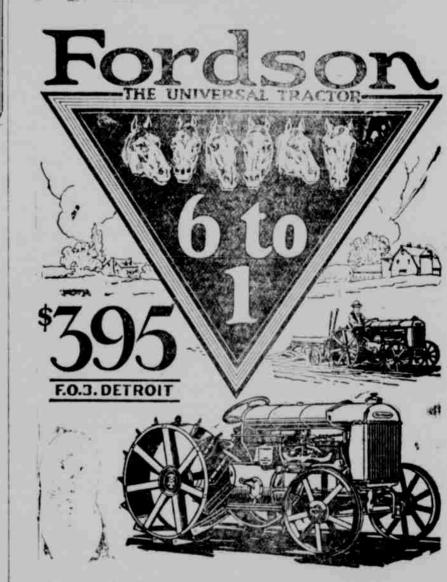
Bring your automobile ignition, starting and lighting troubles to us.

Hanley's Electric Shop

The Medler Electric Shop and Coryell Electric Company Consolidated

Phone 108

213 East Superior



Fordson Often Does More In a Day Than Six Horses

The Fordson substitutes motors for muscles.

The Fordson substitutes tractor wheels for the legs of man and horse.

The Fordson takes the burden off flesh and blood and puts it on steel.

It allows the farmer's energy to be devoted to management, and not merely to operation. It gives him time. It cuts his producing costs.

There's a big story of savings made possible by the Fordson. Let us tell you. Write, phone or call.

NILES MOTOR SALES CO.

G. V. NILES, Manager ALMA, MICH.